

City Hall
American River North Community Room
2729 Prospect Park Drive, Rancho Cordova

Tuesday, March 24, 2009

5:30 p.m. - Special Meeting



WORK SESSION

(Public Comment is encouraged)

1. Transit Planning Update
2. Council Discussion of Future Vision
 - Council will lead follow up discussion from the January 12-13, 2009 Staff and Council Learning Retreat

PUBLIC COMMENT

At a special meeting, citizens wishing to address the Council for any matter on the agenda may do so at the time the matter is discussed. Note, under the provisions of the California Government Code, the City Council is prohibited from discussing or taking action on any unagendized item.

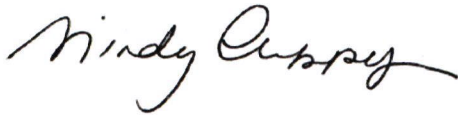
ADJOURNMENT

CERTIFICATION OF AGENDA POSTING

City Clerk's Certificate of Posting of Agenda

I, Mindy Cuppy, City Clerk for the City of Rancho Cordova, declare that the foregoing agenda for the March 24, 2009 Special Meeting of the Rancho Cordova City Council was posted on March 19, 2009 at the office of the City of Rancho Cordova, 2729 Prospect Park Drive, Rancho Cordova, California, 95670 and was available for public review at that location. The agenda is also available on the city web site at www.cityofranhocordova.org.

Signed this 19th day of March 2009 at Rancho Cordova, California.



Mindy Cuppy, City Clerk

Public documents related to items on the open session portion of this agenda, which are distributed to the City Council less than 72 hours prior to the meeting, shall be available for public inspection at the time the documents are distributed to the Council. Documents are available for inspection at the City Clerk's office located in Rancho Cordova City Hall.

In compliance with the Americans with Disabilities Act, if you need a disability-related modification or accommodation, including auxiliary aids or services, to participate in this meeting, please contact the City Clerk's Office at (916) 851-8720 at least 48 hours prior to the meeting.

City of Rancho Cordova

Shuttle Planning and Development Update

City Council Study Session
March 24, 2009



Overview

- **Vision:** Demonstration shuttle is first step in the implementation of a larger transit vision.
- **Concept:** Connect the two areas of the City that are split by Highway 50. Connect jobs with regional light rail service.
- **Funding:** Limited residential benefit taxes (Capital Village and/or Villages of Zinfandel) and a 3-year demonstration grant from the federal Congestion Mitigation and Air Quality (CMAQ) program. Employer subsidies and passenger fares are also being considered.

Overview (cont.)

- *Objective:* Implement a sustainable service that will continue to flourish after the expiration of the demonstration grant.
- *Route Options:* Elements for consideration in developing the route options include proximity to employer and resident locations, route-timing, number of vehicles required, sustainability beyond the life of the demonstration grant and comparative cost between the two routes.

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Overview (cont.)

- *Service Parameters:*
 - Weekdays from 6:00am to 9:30am and 4:00pm to 7:00pm.
 - Frequency - Every 15 minutes.
 - Fare – Must be fully analyzed.
 - Access the Zinfandel Light Rail Station from the south (via Ross Plaza).

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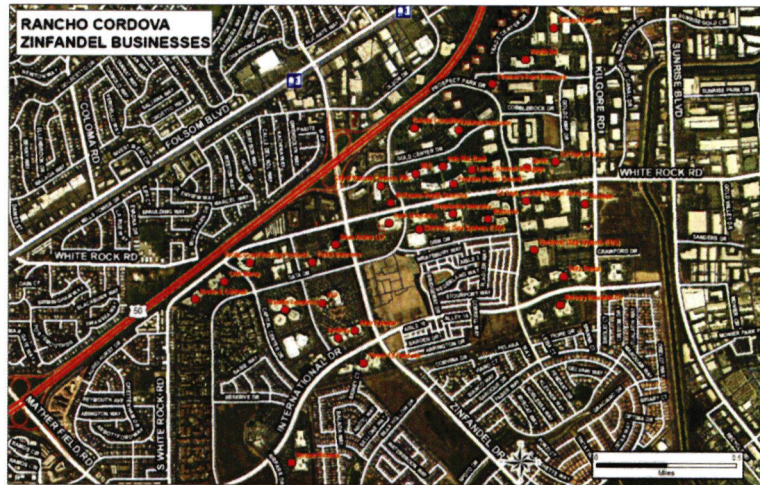
- Proposed Route #1
 - Stays on Zinfandel Drive and loops back through the Villages of Zinfandel.



Employer Input

- Two workshops last fall.
- Clear expectations were established – a funding partnership would be necessary for sustainability of the shuttle operation.
- Consultant led participants on an exercise that examined cost, operational characteristics, and route alignments.
- Employers asked for shuttle service that traveled closer to their locations than the Zinfandel only route allowed.

Employer Locations



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- Proposed Route #2
 - Travels into the business community and Capital Village (Zinfandel to White Rock Road to Prospect Park Drive to International Drive to Quality Drive to White Rock Road and back to Zinfandel).



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Residential Survey

■ Summary.

- Changes in the economy, job market and fuel prices have impacted commute behavior during the past 6 months.
- City staff requested the 50 Corridor TMA to survey residents of Stone Creek and Capital Villages to determine their level of interest in a shuttle to the Zinfandel Light Rail Station, as well as other transportation services and incentives.

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Residential Survey

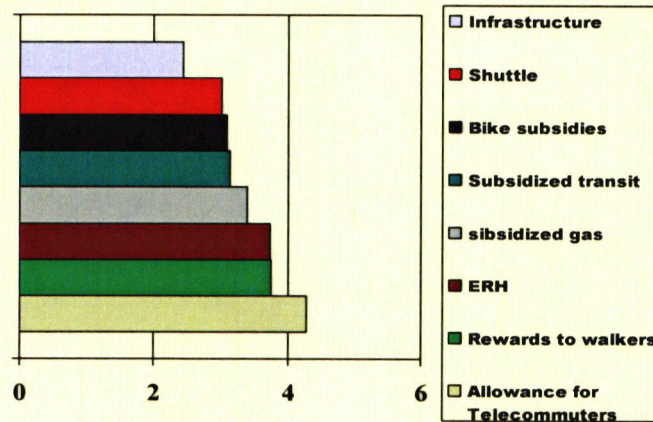
■ Method.

- On-line survey consisting of five questions.
- Approximately 1,600 door hangers were printed and distributed to each occupied residence in Stone Creek and Capital Village.
- The door hangers directed residents to the on-line survey and notified them they would be eligible for a cash prize if they responded. The survey was posted for two weeks.

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Residential Survey

■ Results.



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Next Steps



- Obtain direction from Council on route and branding options.
- Return to the Council on April 6, 2009 for authority to negotiate a contract with a transit operations contractor.
- Negotiate cost and start date with the transit operations contractor. It is anticipated that the proposed service will start in late spring or early summer 2009.
- Develop a MOU with Doerken Properties, Inc.
- Develop and implement a marketing plan.

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Next Steps (cont.)



- Develop a fare/transfer agreement with Sacramento Regional Transit.
- Install bus stop signs.
- Implement service.
- Continue working with the business community to develop a sustainable funding strategy.
- Conduct a fare analysis that takes into consideration the special benefit taxes paid by residents and the potential future contributions from businesses.

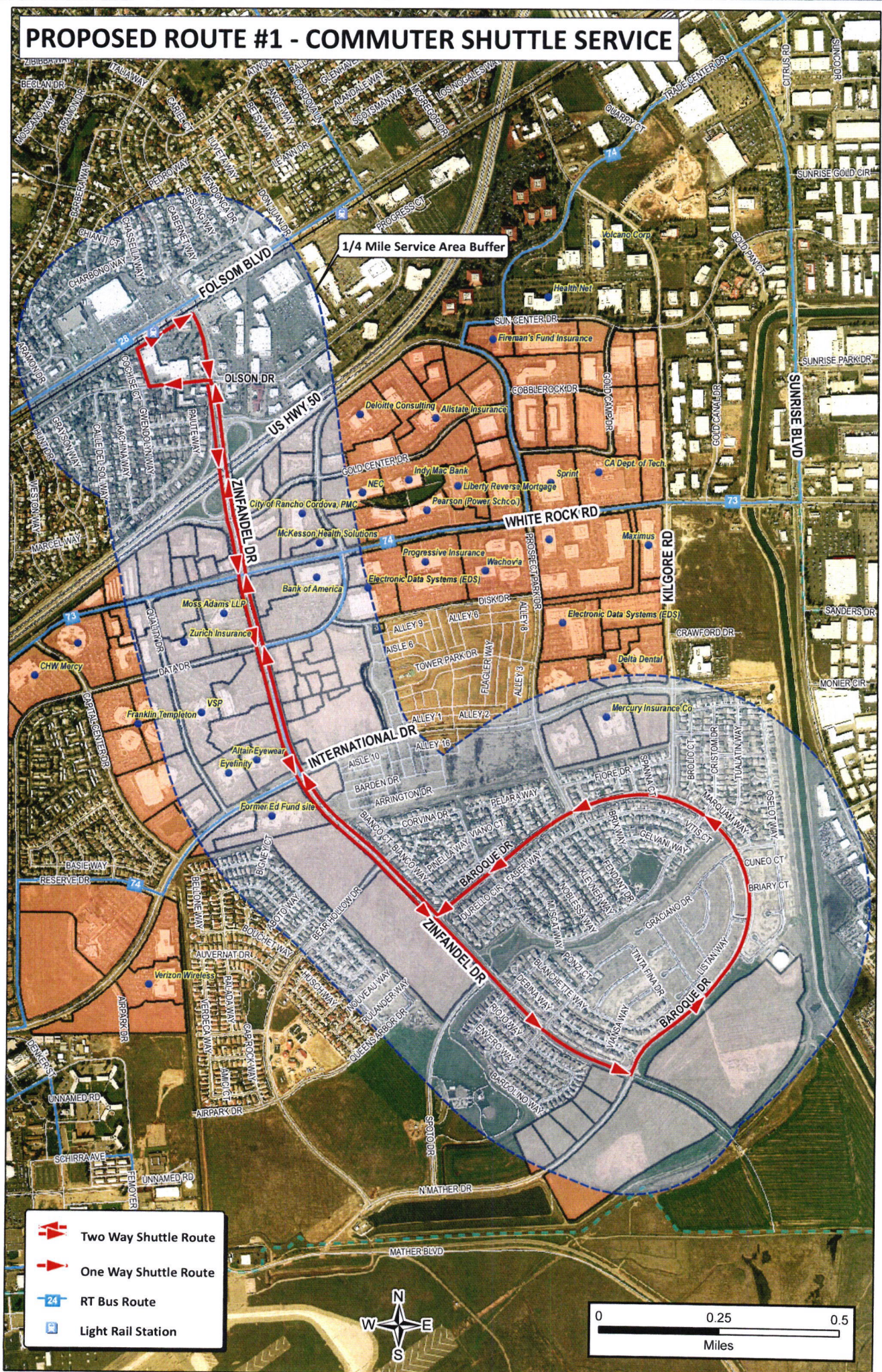
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Route Recommendation

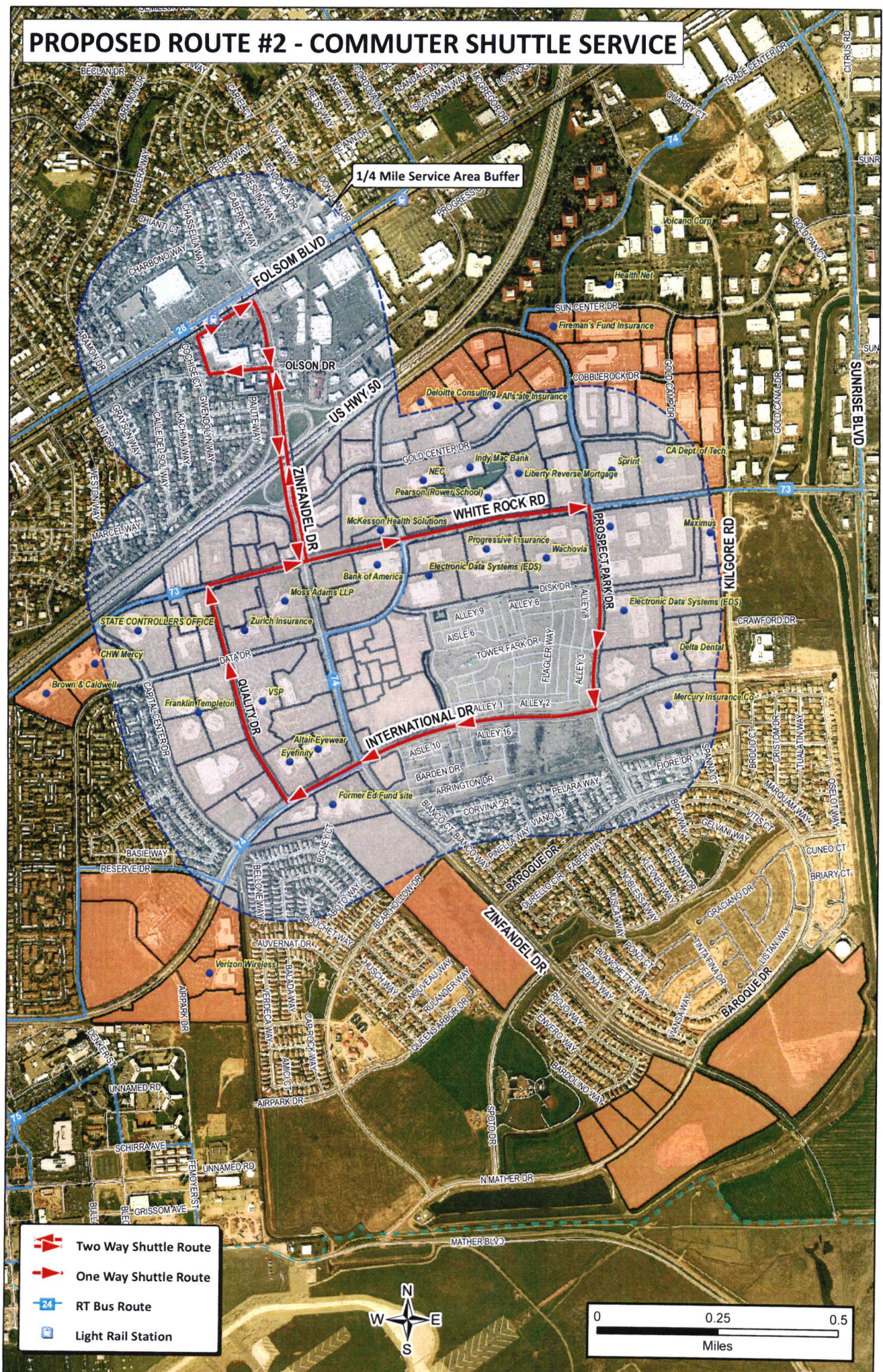
- **Recommendation for Route #2**
 - **Business Community Support** -- Route #2 was developed as a result of input received from the business community.
 - **Sustainability** – Increased opportunity for the business community to provide funding for the route after the expiration of the demonstration grant. We need a route that they will support.
 - **Cost** – All contractors bid a less expensive price for Route #2.

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PROPOSED ROUTE #1 - COMMUTER SHUTTLE SERVICE



PROPOSED ROUTE #2 - COMMUTER SHUTTLE SERVICE



Transit Survey to Stone Creek and Capital Village

Summary

Changes in the economy, job market and gas prices have impacted commute behavior during the past 6 months. Recognizing this, city staff requested the 50 Corridor TMA survey residents of Stone Creek and Capital Villages to determine their level of interest in shuttle to the Zinfandel Light Rail Station, as well as other transportation services and incentives.

Method

The TMA prepared an on-line survey consisting of five questions and solicited responses from residents of Stone Creek and Capital Villages. The on-line survey was also open to others who found the survey and wanted to respond. Approximately 1,600 door hangers were printed and distributed to each occupied residence in Stone Creek and Capital Village. The door hangers directed residents to the on-line survey and notified them they would be eligible for a cash prize if they responded. The survey was posted for two weeks.

Results

27 people participated in the survey

15 of the 27 were from Stone Creek; 8 were from Capital Villages; one responded from Anatolia (3 skipped the question)

10 (38.5%) reported one way commutes of 10-1 – 20 miles:

7 (26.9%) reported one way work/school commutes of 1-2 miles;

4 (15.4%) reported one way commutes between 5.1 – 10 miles

3 (11.5%) reported commutes of more than 20 miles

2 had a commute of 2.1 – 5 miles

No one has a commute of less than one mile

18 participants (69.2%) said they drive alone as their primary commute mode

3 (11.5%) use light rail

Motorcycle, carpool, bus, bike, walk and bus each had one response.

Walk, vanpool and telecommute had no responses

24 (92.3%) commuted 4-5 times a week; one person commuted one day a week; one person commuted 2-3 times a week.

Participants were then asked to rank eight commute transportation incentives, 1 being the most valuable; 6 being the least valuable. All responses were weighted and assigned a value as below.

4.27 rating Allowance for Telecommuters (22 responses)

3.74 rating Rewards to commuters who walk (23 responses)

3.73 rating Guaranteed Ride Home for ridesharers (22 responses)

3.38 rating Subsidized gas for car/vanpoolers (24 responses)

3.13 rating Subsidized transit passes (24 responses)

3.08 rating Subsidies for commute bicycles/accessories (25 responses)

3.00 rating Transit shuttle to Zinfandel Light Rail Station (24 responses)

2.43 rating Infrastructure support (more sidewalks, bike paths, etc) (23 responses)

Respondents did not have to rate any incentives at #1, but for those who did rate incentives as "most valuable"

Stone Creek residents ranked these as #1 the most:

Infrastructure Support (5 total)

Subsidies for bicycle commuters (4 total)

Subsidies for transit passes (4 total)

Transit Shuttle (3 total)

Subsidized gas for carpoolers/vanpoolers (3 total)

Allowance for Telecommuters (2 total)

Incentives for walkers (1)

Guaranteed Ride Home (1)

Capital Villages residents ranked these as #1 the most:

Transit Shuttles (2 total)

Infrastructure improvements (2 total)

Incentives for walkers (1)

Subsidies for bicycle commuters (1 total)



MEMO

To: City Council
From: UUT Internal Working Committee
Date: 3/24/09
Subj: Brochure/mailer draft copy

Attached is draft copy for a proposed mailing piece and handout brochure concerning Measure B. As you know, we are not allowed to advocate a position on a ballot measure, but we are allowed to disseminate factual information on the measure. Key to the informational campaign is the ramifications if it passes or if it loses. A form of this will be printed as a handout and revised to be a mailer to go to homes of registered voters.

This material is also being reviewed by the "Neighborhood Alliance," representatives from several neighborhood associations and HOAs who have coalesced to help support this measure. As private citizens, they can, of course, advocate for passage. They have a website YesForRanchoCordova.org. We will be coordinating with them to ensure continuity and accuracy of messages and they are offering input on the materials as well.

Please let Nancy Pearl know if you have any specific comments about the brochure. To meet mailing deadlines, we want to send the copy to a designer by the end of this week, so please contact Nancy by Thursday afternoon.

Also we are also weighing the need of translating the information into other languages, so let her know your thoughts on that as well.

FYI, we are also planning on scheduling some brief speaking engagements about Measure B and the UUT in the community. If you would like to speak at any particular group, please let Nancy know. We will make the arrangements and provide speaking points.

Thank you.

Make the Call for Rancho Cordova. It's Your Choice.

Measure B

On the May 19, 2009 ballot there will be a question just for Rancho Cordovans: *"In order to provide funding for police services, maintenance of and improvements to city streets, sidewalks, and landscaping, graffiti removal and code enforcement, shall an ordinance be adopted to continue the City of Rancho Cordova's existing 2.5% utility users' tax on telecommunications and video services, and to modernize the ordinance to treat taxpayers equally regardless of technology used?"*

Background

In 1991 Sacramento County instituted a Utility Users' Tax (UUT) on consumers of electricity, gas, cable, sewer and telecommunications. It is collected on your utility bills by your service provider and remitted to the City. The City assumed the tax upon incorporation in 2003 with no changes. While some cities in California charge as much as 11% UUT, Rancho Cordova charges 2.5%, among the lowest in the state.

But, modern technology—not conceived of in 1991--has created an imbalance in who pays this tax. Under the existing ordinance, the burden is not being shared equally among all telecommunication and video service users. For example:

- Businesses using "private communication services" such as T-1 lines **do not** currently pay the UUT, while businesses using traditional telecommunication services **do** pay the UUT
- Consumers using traditional land lines **do** pay the tax, but cell phone users **do not**.
- Traditional cable subscribers **do** pay the tax, but those who bundle internet and cable service **do not** pay the tax.

This is like people on one side of a street in Rancho Cordova paying a tax and people on the other side *not* paying the tax.

By modernizing the UUT language--and closing the technology loopholes--all taxpayers will be treated the same regardless of the technology used. It is important to note that the proposed changes do not apply to internet access or usage which will remain the same.

Keeping Rancho Cordova Strong and Vital

So, what does this mean to Rancho Cordova? If *passed*, Measure B would protect \$500,000 of annual revenues and generate up to an additional \$880,000 which would be **designated for police services, maintenance and improvements to streets, sidewalks and landscaping, graffiti removal and/or code enforcement.**

If Measure B *does not pass*, the City could lose all of its current \$500,000 annual revenues from the telecommunications portion of the tax—plus an estimated \$800,000 in additional lost revenues—with no opportunity to offset those losses to support critical public services. **A loss of this magnitude will most certainly result in a decrease in extremely important services.**

If passed, most people would experience either no change to their taxes or a minor adjustment depending upon their cell phone service plans. For instance, cell phone users may see a monthly increase of about \$1.00-2.00 on their bills (2.5% x monthly service charges).

The Rationale

Local taxes to fund local services was the primary motivation behind the drive for cityhood. When we see that taxes are not being applied equitably, and that this can result in a critical loss of services, it is our responsibility to do everything we can to correct the situation.

The City cannot advocate a position, but we inform the public as to the potential benefits and losses associated with Measure B. It is helpful to know that 42 other communities in California have recognized the inequity of the UUT and have voted to fix it. ALL of those communities charge more for their UUT than we do in Rancho Cordova.

While this adjustment is not a result of the current economic crisis, worsening national and state financial conditions certainly affect our city. As we prepare our 2009-2010 budget, we must take a hard look at the cost of services offered versus the revenues coming into the City and make some serious decisions—just for existing services, with little chance of expanding current services or service levels. **Can we afford to risk our community's safety and security for any reason?**

Make the Call for Rancho Cordova. It's Your Choice.



March 24, 2009

Cyrus Abhar
Public Works Director
City of Rancho Cordova
2729 Prospect Park Drive
Rancho Cordova, CA 95670

Subject: Zinfandel Commuter Shuttle Project

Dear Mr. Abhar,

On March 24, 2009, the City Council of Rancho Cordova will hold a workshop on establishing a shuttle from the Regional Transit Light Rail Station at Folsom Boulevard and Zinfandel Drive to the businesses and neighborhoods south of US Route 50 along the Zinfandel Drive corridor. The Sacramento Metropolitan Air Quality Management District is excited that the City is a recipient of a three-year grant from the Congestion Mitigation and Air Quality (CMAQ) program and looks forward to the establishment of a safe, convenient and efficient shuttle system to serve residents, visitors, and employers south of Highway 50.

When selecting a route, the Council will have to make several choices, such as whether to prioritize service to the Villages of Zinfandel or the businesses south of Highway 50. The District would encourage the Council to select the route that has the greatest reduction in vehicle trips and vehicle miles traveled (VMT), which would have the greatest air quality benefits. Continued discourse with transportation experts, such as the 50 Corridor Transportation Management Association and Regional Transit, should allow staff to quantify anticipated vehicle trips eliminated and VMT reductions.

We truly appreciate staff's work to date and do hope that staff will continue its exemplary work with residents and businesses to serve all potential users of the shuttle. District staff thanks the City for the opportunity to present our comments and any questions may be sent to Paul Philley (916-874-4882 | pphilley@airquality.org).

Sincerely,

A handwritten signature in black ink that reads "Paul Philley". The signature is written in a cursive style with a large initial "P".

Paul Philley

Assistant Air Quality Planner / Analyst

C: Larry Robinson, Program Coordinator, SMAQMD
Tim Taylor, Division Manager, SMAQMD
Mindy Cuppy, City Clerk, City of Rancho Cordova